

E. Roy Bixby PTA

Fischer Ave.
Bogota, NJ 07603

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N. W. Room 222
Washington DC 20554

April 2, 1997

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA, the New Jersey State PTA and our local unit, the E. Roy Bixby PTA, regarding my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997.

The rating symbol that we see on our TV screens does not provide sufficient content information so that we, as parents, can make decisions about what is appropriate TV programming for our children.

I would ask that the FCC not approve the industry's rating system as is. I believe that the FCC **only** accept a rating system that includes content information about programs, such as **V** (violence), **S** (sexual depiction and nudity), and **L** (language).

In addition, I believe it would be a good idea to enlarge the size of the rating icon on the TV screen and to display it more prominently as well as more frequently, especially during the first few minutes of the program.

Thank you for your careful consideration of this issue.

Sincerely,

Camille Teacornelli
149 Beechwood Ave
Bogota, NJ

E. Roy Bixby PTA

Fischer Ave.
Bogota, NJ 07603

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N. W. Room 222
Washington DC 20554

April 2, 1997

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Thank you for your careful consideration of this issue.

Sincerely,

Aue Carlton
147 Palisade Ave.
Bogota, NJ 07603

E. Roy Bixby PTA

Fischer Ave.
Bogota, NJ 07603

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N. W. Room 222
Washington DC 20554

April 2, 1997

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In addition, I believe it would be a good idea to enlarge the size of the rating icon on the TV screen and to display it more prominently as well as more frequently, especially during the first few minutes of the program.

Thank you for your careful consideration of this issue.

Sincerely,

Cynthia Sansone
211 Beechwood Ave
Bogota, NJ 07603

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E. Roy Bixby PTA

Fischer Ave.
Bogota, NJ 07603

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N. W. Room 222
Washington DC 20554

April 2, 1997

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Thank you for your careful consideration of this issue.

Sincerely,

Pam Teevan

PAM TEEVAN
112 CHESTNUT AVE.
BOGOTA, NJ 07603

E. Roy Bixby PTA

Fischer Ave.
Bogota, NJ 07603

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N. W. Room 222
Washington DC 20554

April 2, 1997

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Thank you for your careful consideration of this issue.

Sincerely,

Denise Calera
177 E Imwood Ave
Bogota, NJ 07603

JAMES H. SMITH
VP/General Manager

WCSC-TV 5
P. O. Box 186/485 East Bay Street
Charleston, SC 29402/29403
Telephone 803/723-8371
Fax 803/853-9934

FCC MAIL ROOM

APR - 7 1997



DOCKET FILE COPY ORIGINAL

April 4, 1997

Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

RE: CS DOCKET NO. 97-55

Dear Commissioners:

As General Manager of WCSC-TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have. At our station, we have received very little comment about the ratings.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

A handwritten signature in cursive script that reads "James H. Smith /km".

James H. Smith
Vice President/General Manager

/km

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APR 7 1997

FCC MAIL ROOM

April 3, 1997

Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

RE: CS Docket No. 97-55

Dear Commissioners:

As General Manager of KIEM-TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

At our station, we have received very little comment about the ratings.

The legislative history and the law makes clear that the commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

A handwritten signature in cursive script, appearing to read "Thomas J. Spain, Jr.".

Thomas J. Spain, Jr.
General Manager

TJS/sb

DOCKET FILE COPY ORIGINAL



April 4, 1997

Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

RE: CS Docket No. 97-55

Dear Commissioners:

As General Manager of KLST-TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have. At our station, we have received very little comment about the ratings.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability; in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

A handwritten signature in dark ink, appearing to read "Phil Brassie".

Phil Brassie
Vice President and General Manager

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A M E D I A G E N E R A L S T A T I O N



A CBS Affiliate

April 4, 1997

APR 7 1997
FCC MAIL ROOM

Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

RE: CS Docket No. 97-55

Dear Commissioners:

As General Manager of WNCT-TV, Greenville, North Carolina, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

At our station, we have received very little comment about the ratings.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

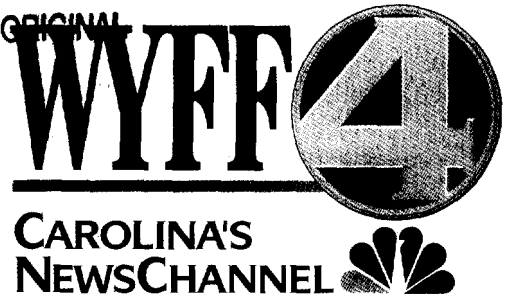
I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

Edward J. Adams
VP/General Manager

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April 4, 1997 APR 7 1997

Federal Communications Commission
1919 M Street, N.W.
Washington, D. C. 20554

RE: CS Docket No. 97-55

Dear Commissioners,

As General Manager of WYFF Television I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.


In the three short months the system has been in existence, my station has experienced no feedback from viewers. We detect that the ratings are too new for parents to have formed an impression or opinion of them as yet.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996, and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Kind regards.

Sincerely,


David F. McAtee
Vice President/General Manager

DFM/gm

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The Only Ones To Watch!

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APR 7 1997

FCC MAIL ROOM

April 3, 1997

Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

Re: CS Docket No. 97-55

Dear Commissioners:

As General Manager of KYMA-TV, I am corresponding to express my initial and early approval of the voluntary rating system developed by the television industry.

As of this date, I have not received one telephone call or letter from our viewing public expressing a positive or negative position. It is my opinion that this rating system is simply in the early stages of development and the public has not really formed a strong opinion one way or the other.

With no public reaction, I see no reason to change this system. The legislative history of the law makes clear that the Commission should act only if the industry failed to do so. The industry acted; it developed and implemented a voluntary ratings system that parents in my community apparently find acceptable and easy to use. The current system satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission not to "rush to judgment" on a policy that is just getting off the ground. I again urge the Commission to recognize the importance of what our industry has done and approve the TV Parental Guidelines.

With Warm Regards,

F. Robert Kalthoff
Vice-President/ General Manager

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BRIAN JONES
Vice President/General Manager

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APR 7 1997

April 3, 1997

FCC MAIL ROOM

Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

RE: CS Docket No. 97-55

Dear Commissioners:

As General Manager of KTVT, in Dallas/Fort Worth, Texas, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have. At our station, reaction to the ratings has been mostly positive.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

A handwritten signature in black ink, appearing to be 'BJ', written over the word 'Sincerely,' and the name 'Brian Jones'.

Brian Jones

BJ/ck

DALLAS
2777 STEMMONS FWY SUITE 1189
DALLAS, TEXAS 75207
TELEPHONE 214-631-1111
FACSIMILE 214-631-1110

FORT WORTH
5233 BRIDGE STREET
FORT WORTH, TX 76103
TELEPHONE 817-451-1111
FACSIMILE 817-446-4145

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Howard Kennedy
Vice President
General Manager

CCC MAIL ROOM

April 3, 1997

Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

RE: CS Docket No. 97.55

Dear Commissioners:

I am General Manager of KMTV in Omaha, Nebraska. I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

The system has been in place for only three (3) months so we detect that the ratings are too new for parents to have formed an impression/opinion of them as yet. To date, KMTV has not had one call or comment about the ratings.

The legislative history and the law make clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in Omaha seem to find useful and easy to understand. It satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

Howard Kennedy

HK:psg

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April 3, 1997

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APR 7 1997

FCC MAIL ROOM

DOCKET FILE COPY ORIGINAL

Federal Communications Commission
1919 M. Street N.W.
Washington, D.C. 20554

RE: CS Docket No. 97-55

Dear Commissioners:

As General Manager of KAVU-TV in Victoria, Texas I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system based on the ratings utilized for nearly 30 years by the motion picture industry, has had and continues to be successful as far as we are concerned.

Our station has not had one call or letter from a viewer expressing concern or confusion over the ratings system the industry has adopted.

I believe that the Commission should act only when the broadcast industry fails to act on it's own to solve such concerns or problems. It is clear that this move to alert parents to program content is a good, solid well thought out solution. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines as instituted.

Sincerely,

Jerry Larsen
Jerry Larsen

General Manager

Withers Broadcasting Company of Texas

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Lib. #

3808 N. Navarro, P.O. Box 4929 Victoria, TX 77903
Phone: (512)575-2500 Fax: (512)575-2255

Withers Broadcasting Company of Texas



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APR 07 1997
FCC MAIL ROOM

CS 97-55
Wade and Dana BLAIR
4346 Stockport Way
Upper Marlboro, Maryland 20772
April 3, 1997
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Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, N.W.
Washington, D.C. 20554

Dear Mr. Caton:

I am writing to urge the Federal Communications Commission to rule the TV Parental Guidelines unacceptable. The proposal by the National Association of Broadcasters, the National Cable Television Association, and the Motion Picture Association of America does not protect the parental choice and empowerment guarantees provided by the Telecommunications Act of 1996.

While the legislation clearly states that parents should be provided with "timely information about the nature of upcoming video programming" in order to be empowered to choose appropriate programming for their children, the TV Parental Guidelines do not comply fully with the spirit or letter of that provision. For example, the system does not rate program content sufficiently. Parents need to know the degree of a program's sexual, violence, and language content to make informed decisions about what their children watch. Additionally, the rating icon appears too briefly (15 seconds) before the start of a program. Parents can easily miss it. Another concern is that television listings are not obligated to publish the rating system. As a result, parents will not have a reliable source of advance ratings information. Allowing commercials advertising television programs which are unadvisable for children to be aired during programs which are suitable for children is another practice that is not in the spirit of the Act, since this potentially exposes children to harmful programming. Also, local stations can opt to change or not feature a rating, which also infringes on a parent's right to have reliable and timely ratings information. Lastly, the Oversight Monitoring Board established to review the guidelines on a regular basis consists entirely of representatives from the broadcast, cable, and creative sectors. Child and parent advocates are not represented.

As an child advocate I care deeply about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,
Dana S. Blair
Wade F. Blair
Wade and Dana Blair

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WLTX19

CS 97-85

CAPITAL COMMUNICATIONS
Division of Lewis Broadcasting Corporation

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RICHARD T. LAUGHRIDGE
VICE-PRESIDENT - GENERAL MANAGER

APR 7 1997

FCC MAIL ROOM
April 3, 1997

Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Dear Commissioners:

The TV rating system that we implemented is absolutely valid and I approve of same. Those who would devise their own system are missing the point completely. The problem with the current rating system is the same problem any rating system will face: parental responsibility! The present system is more than adequate to guide parents on viewing for their families.

We have not received the first phone call or letter either praising or damning us for the present rating systems.

We, in good faith, have complied with the law. The ball is now in the parents court. We cannot and should not be required to carry the burden of parental responsibility.

Sincerely,


Richard T. Laughridge

RTL/dr

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APR 10 10 26 AM '97

CABLE SERVICES BUREAU



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DOCKET FILE COPY ORIGINAL 7-1097

April 3, 1997

FCC MAIL ROOM

Secretary, Federal Communications Commission
1919 M Street NW
Washington, D. C. 20554

Re: CS Docket No. 97-55
Comment on Industry Proposal for Rating TV programs

Dear Sir or Madam:

We strenuously oppose the TV industry's V-Chip ratings proposal that TV shows be rated under the same system presently in effect in reference to motion pictures.

What parents need is a rating system like that proposed by Congressman Edward Markey from Massachusetts and Senator Joseph Lieberman of Connecticut, which rates from 1 to 10 for violence, foul language, and gratuitous sexuality. This type of rating should be presented on a blank TV screen in huge bold faced print at the start of each TV show and kept on the screen for a minimum of ten seconds (preferably twenty) SO THAT PARENTS CAN SEE AND DIGEST JUST WHAT TYPE AND AMOUNT OF OBJECTIONABLE MATERIAL ANY PARTICULAR SHOW CONTAINS. The tiny notice now being posted on the TV screen not only is too vague to be of value to parents but also is much too small to catch the attention of viewers. Not only that, but it represents a conclusion reached not by a given child's parents but by a committee selected by the TV industry. What is needed is a committee consisting of A CROSS SECTION OF PARENTS of varying cultural, educational, and geographical backgrounds to do the rating of each element (violence, language, and sexuality) FROM A PARENT'S VIEWPOINT.

Whatever rating system is adopted, that system and the existence of a "V-Chip" must not be allowed to become an excuse for any failure on the part of the FCC to enforce broadcast indecency laws against TV stations. The excessive violence, foul language, and extramarital sexuality which has inundated the media ever since the sixties is at the very root of the epidemic of venereal diseases and out-of-wedlock childbirths which plague modern society and which has given rise to so much of the inner city poverty, juvenile crime, drug addiction, and vulgar and abusive language which contaminates society today.

Very truly yours,

Robert L. Fleming

Eleana D. Fleming

63 Main Street, Dallas, Pa. 18612

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APR 10 10 25 AM '97

MAIL SERVICES BUREAU

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Juneil F. Lyon, Utah PTA Region Director 4
Salt Lake School District
959 LeGrand Street
Salt Lake City, Utah 84108

1 April 1997

Mr. Reed Hundt and the FCC Commission
Office of the Secretary
1919 M Street N.W. Room 222
Washington, DC 20554

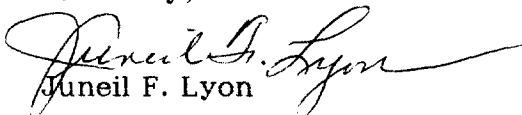
Dear Mr. Hundt and Commissioners,

This letter is to comment on my concerns regarding the present ratings system for television programs. The guidelines as they are presently applied to not give an accurate picture of the content of the programs. Parents who unsuspectingly think that the present rating indicates for whom the content is appropriate are often fooled when scenes of violence or sexual content appear in a program which they had assumed was labeled as okay for children of certain ages. Such age guidelines alone are not sufficient. The television industry, no more than the movie industry, have only their interests to promote, and the ratings should not be self-serving. It seems to me that there is something seriously wrong in a society where there is even a need to indicate that this objectionable content is part of television programming.

A much better rating system would be one which would indicate the content of the program regarding offensive language, violent acts, or sexual references. I would also like to see in TV listings, a brief description of the storyline with reasons for the rating. That would be much more helpful for parents in determining the appropriateness of a program for their children. There are many things which I do not appreciate having available to come into my home, and better guidance from a more descriptive rating system would be much appreciated. This allows parents to be more discriminating in what they would allow to have shown in their home.

Please take these concerns under advisement. I appreciate the opportunity to comment on the need for a more definitive rating system as to content and amount of violence, sex, or objectionable language, which will enable parents and families to intelligently decide which programs are appropriate for viewing. Thank you.

Sincerely,


Juneil F. Lyon

P. T. A. ❖ D. J. BAKIE SCHOOL

PRESIDENT
Cheryl Gannon
VICE PRESIDENT
Kristi Doucette

1996

1997

SECRETARY
Cyndi Burke
TREASURER
Nancy Ross

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642-5272

179 Main Street Kingston, New Hampshire

Dr. Joyce Hughes, Principal

642-8741

April 3, 1997

Mr. Reed Hundt and FCC Commission
Office of the Secretary
1919 M Street N.W., Room 222
Washington, D.C. 20554

RE: CS DOCKET No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

We are writing on behalf of the National PTA and the local PTA at the Bakie School in Kingston, New Hampshire, to voice our opinion to the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. The rating symbol on the television screen simply indicates the opinion of a group of people from the television industry about the appropriateness of programs for children in specific age ranges. It does not provide sufficient information regarding program content to allow parents to make their own decisions about what is appropriate for their children to view.

Several major surveys on this issue were recently conducted by well-respected organizations (U.S. News and World Report, National PTA and Media Studies Center/Roper Center). The results, which were released in the fall of 1996, demonstrate overwhelming parent preference for a rating system which provides information about program content. We feel strongly that families need this information in order to teach their children how to make good viewing decisions based on content, individual/personal maturity and preference. We do not wish to depend on the government to make that judgment and attach a chronological age indicator to its decision.

We would like to suggest the following:

1. The FCC should not approve the TV industry's proposed rating system as it does not include program content information
2. A preferable type of rating system would be one which used a code such as: V for violence; S for sexual content and nudity; and L for adult language
3. The rating icon should be placed more prominently on the TV screen and should appear frequently during the program, not just at the beginning
4. The rating board should be independent of the TV industry and the FCC and it should include parents
5. Any rating system approved by the FCC should be evaluated by independent research to determine if it meets the needs of parents and families

Thank you for this opportunity to comment on this issue which is of vital importance to American families.

Sincerely,

Cheryl Gannon
Cheryl Gannon

Kristi Doucette
Kristi Doucette

Nancy Ross
Nancy Ross

Cynthia Killam-Burke
Cynthia Killam-Burke

D.J. Bakie School, Kingston, New Hampshire, PTA Executive Board of Directors

Gordon and Debbie Fisher
65 West 1400 South
Bountiful, Utah 84010

DOCKET FILE COPY ORIGINAL

March 27, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

We are writing on behalf of the National PTA and the local PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the national PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a v-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Gordon & Debbie Fisher

To: Mr. Reed Hundt and the FCC Commission
Office of the Secretary
1919 M Street N.W., Room 222
Washington, DC 20554

From: Kathryn Romney
244 W. 1375 N.
Centerville, UT 84014

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Dear Mr. Hundt,

I am writing in response to docket number: CS Docket No. 97-55,
FCC 97-34.

Please change the current TV rating system to one that includes program content descriptors. An age-based rating system tells us, as parents, nothing about the content or values portrayed in any given show. Even other parents who live on our same street might okay a certain show because it "only contains violence" and they don't mind their children watching, whereas I will not let my children watch violence.

We, as parents, are very concerned with what is being shown on TV during prime watching hours which children have access to. At least with a content rating system we can guide our children to learn to choose what is appropriate and what is not.

Your help on this serious issue is much appreciated.

Sincerely,


Kathryn Romney

April 3, 1997

DOCKET FILE COPY ORIGINAL

The Honorable Reed Hundt, Chairman
Federal Communication Commission
1919 M. Street, NW
Washington, DC 20554

Dear Honorable Hundt,

I am writing to you to give you my concern over the age-based television rating system.

First of all, when I was growing up, the standard was so much higher.

I will be 40 years old this year and consider myself to be young person. I am not old and set in my ways, but I do believe that even daytime shows must be monitored for my children. It almost is as if the television is an enemy to be guarded over.

I am opposed to the age-based system and I want a restoration of the Family Hour to clean up television.

I have two children, ages 12 and 6, and as they are both girls, I am very concerned of them turning on the television when I am not in the room.

Please clean up our television. You see, it is very important what is in their *vision*.

Let's raise the standard. Let's not let it decline. This is America. The land of the free and the home of the brave. Let's not let that freedom lower the standard, but bravely uphold it!

Thank you for your time,

Sincerely,

Sally Delgado
4105 Midland Rd.
Saginaw, MI 48603

DOCKET FILE COPY ORIGINAL

APRIL 2, 1997

TO THE HONORABLE REED HUNDT, CHAIRMAN
FCC,

DEAR SIR,

THIS LETTER IS SENT TO YOU
IN THE HOPE THAT YOU AND YOUR
ORGINATION WILL, PLEASE, LISTEN TO
THE DECENT "MAJORITY" OF T.V. WATCHERS.

I AM A 67 YEAR OLD GRAND FATHER
WITH 9 GRANDCHILDREN, ALL AROUND
THE UNITED STATES. OUR 5 CHILDREN
HAVE EXPRESSED THE MORAL ATTITUDE
OF OUR GRANDCHILDREN, DUE TO
THE FOUL PRESENTATIONS ON ALL
CHANNELS OF T.V., HAVE GOTTEN
OUT OF CONTROL.

"WE" ALL OPPOSE THE AGE-BASED
RATING SYSTEM AND WANT A CONTENT-
BASED SYSTEM ALONG WITH RETURN TO
THE FAMILY HOUR.

THANK YOU!!!

Bob D. Brothwell
1912 Willow Ridge Dr.
Vista, CA 92083-7366

April 4, 1997

511 Old Stagecoach Rd.
Easley, SC 29607

DO NOT WRITE
COPY ORIGINAL

97-55

The Honorable Reed Hundt, Chairman
Federal Communication Commission
1919 M Street, NW
Washington, DC 20554

Dear Honorable Hundt:

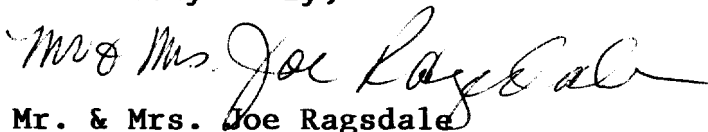
We are opposed to the age-based system that is being promoted by the TV industry. We want a content-based system and the restoration of the Family Hour to clean-up television.

Our family watches approximately 2 hours of television a week, with the exception of sports, because there are no programs available where a family can sit down together and enjoy an evening of fun with out being totally embarrassed.

There is one word that describes TV programing today that is :DEGRADING.

Thank you for doing everything possible to change this situation.

Yours very truly,



Mr. & Mrs. Joe Ragsdale

FCC MAIL ROOM

APR 7 1997

RECEIVED

April 3, 1997



CABLE SERVICES BUREAU

APR 8 3 14 PM '97

DOCKET FILE COPY ORIGINAL

RECEIVED

Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

APR 8 4 PM '97
BUREAU

Re: CS Docket No. 97-55

Dear Commissioners:

As General Manager of WAOW-TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

At our station, we detect that the ratings are too new for parents to have formed an impression/opinion of them as yet.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

Laurin Jorstad
General Manager
WAOW-TV-9



1908 Grand Ave.

Wausau, WI 54403-6897

(715) 842-2251 / 1-800-236-WAOW / FAX 848-0195